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To: U.S. Patent and Trademark Office

Facsimile No.: (571) 273-8300

From: John C. Pokotylo, Esq.

Date: April 15, 2008

Number of Pages Including Cover: 34

MESSAGE:

FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.) (in duplicate);
- 3) Information Disclosure
 Statement (3 pgs.);
- 4) PTO/SB/08A (1 pg.); and
- 5) Reference CU (26 pgs.).

Attorney Docket No.: Google-54 (GP-064-06-US)

Appl. No.: 10/634,501

Applicants: Darrell ANDERSON, et al.

Filed: August 5, 2003

Title: SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE DEVICE

SUPPORT

TC/A.U.: 2164

Examiner: Samuel G. Rimell

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John C. Pokotylo

Type or print name of person signing certification

Signature

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Date

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Under the Paperwork Reduction Act of 1995, no person	s are required to re	Application Number	10/634,501					
TRANSMITTAL		Filing Date	August 5, 2003					
FORM		First Named Inventor	Darrell ANDERSON					
(to be used for all correspondence after initial filing)		Group Art Unit	2164					
		Examiner Name	Samuel G. Rimell					
Total Number of Pages in This Submi	ssion	Attorney Docket Number	Google-54 (GP-064-06-US)					
ENCLOSURES (check all that apply)								
Fee Transmittal Form Fee Attached Amendment / Reply After Final Afflidavits/declaration(s) Extension of Time Request Express Abandonment Request Information Disclosure Statement Certified Copy of Priority Document(s) Response to Missing Parts/ Incomplete Application Response to Missing Parts under 37 CFR 1.52 or 1.53	Drawing Licensin Petition Provisio Change Addres Termina	to Convert to a small Application of Attorney, Revocation of Correspondence	After Allowance Communication to Group Appeal Communication to Board of Appeals and Interferences Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) Proprietary Information Status Letter Postcard Receipt Other Enclosure(s) (please identify below):					
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT								
Firm or Individual name SIGNATI John C. Pokot		•	AGENI					
Signature Olm C. Pahotyle								
Date April 15, 2008								
CERTIFICATE OF FACSIMILE								
I hereby certify that this correspondence is being facsimile transmitted to the United States Patents and Trademark Office on this date: April 15, 2008								
Typed or printed name John C. Pok	otylo							

Signature

Date April 15, 2008

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2003/034

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Modified PTO/SB/17 (01-03)

Modnied PTONSHT (01-03)
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FEE TRANSMITTAL for FY 2007 Effective 09:302007, Patent fees are subject to annual revision. Applicant claims small entity status. See 37 CFR 1.27 TOTAL AMOUNT OF PAYMENT (\$ 0.00 Attomey Docket No. Google-54 (GP-064-06-US) METHOD OF PAYMENT (check all that apply) Check Credit card Money Other None None Credit card Money Other None Account Straub & Pokotylo Account Straub & Pokotylo No. Account Straub No. Account Straub Account Account Account Account Account Account Account Account Account Accoun								
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Fee Fee Fee Fee Fee Description 8021 40 Recording each patent assignment per								
1202 50 2202 25 Claims in excess of 20 properties) 1809 810 2809 405 Filling a submission after final rejection								
1201 210 2201 105 Independent claims in excess of 3 (37 CFR 1.129(a))								
1203 370 2203 185 Multiple dependent claim, if not paid 1810 810 2810 405 For each additional invention to be examined (37 CFR 1.129(b))								
1204 210 2204 105 **Reissue independent claims over original patent 1801 810 2801 405 Request for Continued Examination (RCE)								
1205 50 2205 25 **Reissue claims in excess of 20 1802 900 Request for expedited examination of a design application								
CURTOTAL (2) (a) O (1) Other fee (specify)								
**ar number previously paid, if greater, For Reissues, 588 above **Reduced by Basic Filing Fee Paid SUBTOTAL (3) (\$) 0.00								
SUBMITTED BY (Complete (if applicable)								
Name (Print/Type) John C. Pokotylo Registration No. 136,242 Telephone (732) 936-1400								
Signature Date April 15, 2008								

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This collection of Information is required by 37 CFR 1.17 and 1.27. The Information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

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Modified PTO/SB/17 (01-03)

Modelled P10/SB/17 (01-03)
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EEE TO ANOMITTAL			Complete if Known						
FEE TRANSMITTAL	- [Application Number 10/634,501							
for FY 2007 Effective 09/30/2007. Patent feas are subject to annual revision.		Filing Date			August	August 5, 2003			
		First Named Inventor			or Darrell	Darrell ANDERSON			
		Examiner Name			Samuel	Samuel G. Rimell			
Applicant claims small entity status. See 37 CFR 1.27		Art Unit			2164	2164			
TOTAL AMOUNT OF PAYMENT (\$) 0.00		Attorney Docket No.			o. Google	Google-54 (GP-064-06-US)			
METHOD OF PAYMENT (check all that apply)		FEE CALCULATION (continued)							
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Check Credit card Corder Other None		Large Entity , Small Entity							
Deposit Account: Deposit 50 1040		Fee (\$)	Fee F		Fee D	escription	Fee Paid_		
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Deposit Straub & Pokotulo	1052	50	2052	25		provisional filing fee or			
Name		130	1053	130	cover sheet Non-English spe				
The Commissioner is authorized to: (check all that apply) ⊠Charge any underpayment of ⊠ Credit any overpayments		2,520	1812 2	2,520	For filing a requ	^			
fee(s) indicated below ☑Charge any additional fee(s) due in connection with the filing	1804	920*	1804	920*	Requesting pub Examiner action				
submitted herewith ©Charge fee(s) indicated below, except for the filling fee in the to the above-identified deposit account.	1805	1,840*	1605	1,840°		olication of SIR after			
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FEE CALCULATION	1252	460	2252	230	Extension for re	eply within second month	Li		
1. BASIC FILING, SEARCH & EXAMINATION FEES Large Entity Small Entity	1253	1,050	2253	525	Extension for re	ply within third month			
Fee Fee Fee Description Fee Paid	1254	1,640	2254	820	Extension for re	eply within fourth month			
(\$) (\$) 1030 515 Utility fee	1255	2,230	2255	1,115	Extension for re	ply within fifth month			
440 220 Design fee	1401	510	2401	255	Notice of Appe	ai			
680 340 Plant fee	1402	510	2402	255	Filing a brief in	support of an appeal			
1440 720 Reissue fee	1403	1,030	2403	515	Request for ora	I hearing			
210 105 Provisional fee	1451	1,510	1451	1,510	Petition to Instit	tute a public use proceeding			
SUBTOTAL (1) (\$) 0.00	1452	510	2452	255	Petition to reviv	re - unavoidable			
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2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE Extra Claims Fee from Fee Paid Extra Claims Fee Paid		1,440	2501	720	Utility issue fee				
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Claims Multiple Dependent		7 50	1807	50		under 37 CFR 1.17(c)	~i⊢——		
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1201 210 2201 105 Independent claims in excess of 3	1809	810	2809	405	(37 CFR 1.129	ssion after final rejection (a)			
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1204 210 2204 105 **Reissue independent claims				405	examined (37 CFR 1.129(b)) Request for Continued Examination (RCE)				
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and over original patent		of a design application							
SUBTOTAL (2) (\$) 0.00		Other fee (specify) * Reduced by Basic Filing Fee Paid SUBTOTAL (3) (\$) 0.00							
(Consider III analysis)									
SUBMITTED BY (Complete (if applicable) Name (Patriffuna) John C. Pokotylo Registration No. 36.242 Telephone (732) 936-1400							1400		
Name (Print/Type) John C. Pokotylo	لِـــ	(AltomeviAgant)							
Signature	11					Date April 15,	∠ ∪∪ō		

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-54 (GP-064-06-US)

Applicants: Darrell ANDERSON, et al.

Serial No.: 10/634,501

Filing Date: August 5, 2003

Title: SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE

DEVICE SUPPORT

Examiner: Samuel G. Rimell

Group Art Unit: 2164

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

SIR:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of the reference is enclosed.

U.S. Patent Application No. 5,948,061 (already of record) was cited in a first Office Action from the Chinese Patent Office in counterpart Chinese Patent Application No. 03824458.6. That first Office Action is provided as reference CU. A translation of reference CU is also provided.

Since this Information Disclosure Statement is being filed before a final Office Action, a Notice of Allowance, or an

action that otherwise closes prosecution on the merits, it should be considered under 37 C.F.R. § 1.97 (c)(1). A statement under 37 C.F.R. § 1.97 (e)(1) is provided. If, however, such an action has been mailed, then this Information Disclosure Statement should be considered under 37 C.F.R. § 1.97 (c)(2).

The applicants reserve the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

April 15, 2008

John C. Pokotylo, Attorney

Reg. No. 36,242 Customer No. 26479 (732) 936-1400

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John C. Pokotylo

Type or print name of person signing certification

April 15, 2008

Date